



FIRMADO ELECTRÓNICAMENTE por SALVADOR DARIO GOMEZ MARQUEZ, Jefe de Servicio de Ordenación y Promoción Comercial, DIRECCIÓN GENERAL DE COMERCIO, FERIAS Y ARTESANÍA el 12/01/2021.
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ACTION PLAN ARAGON GOVERNMENT





Part I – General information

Project: [SARURE-SAVE RURAL RETAIL](#)

Partner organisation(s) concerned: [Government of Aragon](#)

Country: [Spain](#)

NUTS2 region: [ES24](#)

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Part II – Policy context

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|---------------------------------|---|--|
| The Action Plan aims to impact: | € | Investment for Growth and Jobs programme |
| | € | European Territorial Cooperation programme |
| | x | Other regional development policy instrument |

Name of the policy instrument(s) addressed: [General Plan for Retail in Aragon](#)

Further details on the policy context and the way the action plan should contribute to improve the policy instruments:

The [General Plan for Retail in Aragon](#) aims to establish the action framework of the Aragon Government in terms of promotion and dynamization of the aragonese retail sector and establishes the strategic objectives that have to be achieved in this area. It defines axes, work programs, actions and also establishes a continuous monitoring and evaluation system. Among others, the “support for the competitiveness of Aragonese retail SMEs”, “special support for trade in rural areas” and “introduction and development of new technologies” are some of the main study areas of this plan.

It is the case of actions 1 and 2 in this plan, whose inspiration comes from good practices exchanged of the Project, SARURE, and whose development is framed within the context of the General Plan for Retail in Aragon.

[Action 1: Creation of the program “Commerce Adhered to a Rural Multiservice Project”](#)

[Action 2: Development of a regulatory framework for the creation and development of Economic Initiatives Promotion Areas \(BIDs\) in Aragon](#)

Both actions 1 and 2 from the Action Plan are aligned with the General Plan for Retail in Aragon and imply news and a better way of developing its principles.



Part III – Details of the actions envisaged

ACTION 1:

Name of the action: **Creation of the program “Commerce Adhered to a Rural Multiservice Project”**

1. **Relevance to the project** (please describe how this action derives from the project and in particular from the interregional exchange of experience. Where does the inspiration for this action come from?)

After the study visits carried out in some of the partner countries, such as those carried out in the municipality of Söderhamn (Sweden), where some Multiservices were visited, as in the town of Trönö, where we were translated the importance of the work done in order to maintain the local store, which is currently a service point and thanks to which the town has been developed, or in Stratjara where we were told us about the importance that the financing obtained has had for the store and the way the business has been able to maintain thanks to the aid received, we can see the importance of trade in small towns of partner countries.

In the same way, the study visits performed in certain Multiservices of the municipalities of Olba and Corbalan, in the province of Teruel, made us aware of the great difficulty of many of the Multiservices managers to face the spending derived from the cost of energy and communication consumption generated directly by the activity of the Rural Multiservice.

The location of Rural Multiservices in small municipalities, which often suffer significant seasonality in terms of their inhabitants, makes the economic sustainability of these businesses throughout the year very difficult. This reality has become evident during the field visits carried out by all the partners of the SARURE project.

All this has led us to propose support for Multiservices managers for 2020, through a call for help, which was reformulated throughout the year, due to the impact that the Covid crisis has had on all small municipalities of the Aragonese territory. This meant that in addition to the managers of the Multiservices, the aid also included businesses located in municipalities with fewer than 300 inhabitants. The approval of a call for aid to support local commerce in small towns and municipalities was published in the Aragon Official Gazette, on July 8, 2020, by Order ICD / 566/2020, of June 23. This call is destined to defray those expenses that are incurred by the manager of the establishment of the Aragón Rural Multiservices network with a commercial offer or the expenses from the manager of the commercial establishment located in an Aragonese town or municipality with less than 300 inhabitants. The deadline to apply for the aid ended on July 29, 2020, and it has been possible to verify the great reception it has had, especially in small businesses of towns with less than 300 inhabitants.

In 2003, the Rural Multiservices were born in Aragón as an innovative Project that tries to facilitate grouped services of proximity to the populations that have been left without supplies of products or services considered basic. It consists of a public-private collaboration, in which the Chamber of Commerce acts as an advisor, the



city halls as promoters, which are the owners of the premises where the Multiservice is located and the Aragon Government as the public entity that finances and supports the Project. After the study visits carried out throughout the SARURE Project and seeing the difficulties faced by the managers of the Multiservices, as well as their great reception by them of the new call for aid, the opportunity to develop a new action program has been seen, in collaboration with the Chambers, where the merchants themselves located in municipalities with fewer than 300 inhabitants, who under their own brand and protected by a quality seal have the status of establishment associated with a Multiservice

2. **Nature of the action** (please describe precisely the content of action 1. What are the specific activities to be implemented?)

The action is aimed to give greater support to local commerce in towns with less than 300 inhabitants, through aids to defray the spending derived from the energy consumption and communication cost generated from commercial activity, as well as the creation of a quality seal that gives to the business the establishment condition associated with a Multiservice. This condition will be considered in future calls in which the acquisition of that quality seal by the merchant will be included as a positive evaluation criterion.

To achieve this goal some activities have been already implemented and some others are planned for the next one year:

Activity 1: Approval of Order ICD /566/2020, of June 23, for which aid to support local commerce in small towns and municipalities is convocado, published in the Aragon Official Bulletin (BOA), on July 8, 2020

Activity 2: Creation of a sub-brand covered by a quality seal for small businesses located in municipalities with less than 300 inhabitants, in which the premises and its operation would be run by a private person who would manage the business and the Commerce Chamber would carry out the advisory work. The Chamber will carry out this advising work on the location of the products, sales guidelines, single posters, at the same way that the Rural Multiservice, but with its own entity, granting it an establishment stamp attached to a Multiservice

Activity 3: Work with the team of the General Commerce Directorate , Fairs and Crafts and with the Provincial Services, to incorporate in the following calls the quality seal as a criterion to consider in the evaluation of applications.

Activity 1 was already carried out with the publication of the call on July 8, 2020. The deadline for submitting applications ended on July 29 and out of 94 applications, over 50% correspond to businesses located in localities of less than 300 inhabitants. Therefore, the reception that this call has had from the private entrepreneurs who develop the activity, has been very high and it is planned to continue taking out these aid in the next years.



The Governing Council on the 2020 Chamber of Competitiveness Plan, held with the Chambers of Commerce of the three provinces on October 8, 2020, discussed the new advisory program of the Chambers, on "commerce adhered to a Rural Multiservice" as a new program to be incorporated into the 2021, agreeing with the Chambers to prepare a draft of the "manual for adhesion of Commerce adhered to an Multiservice project", as the current Manual of adhesion to the Rural Multiservice Network, from which the process of commerce adhesion will be used. The preparation of the Manual is part of the action process, which is intended to be implemented throughout 2021, with the intention of simultaneously including in its content the renewal of the brand image of the Multiservice concept.

Activity 3 will be developed throughout 2021, at the same time that the annual calls from the 2021 budget which come out from the General Directorate of Trade, Fairs and Crafts are approved.

3. **Stakeholders involved** (please indicate the organisations in the region who are involved in the implementation of the action1 and explain their role)

-The Chambers of Commerce, Industry and Services of the three provinces will be very closely involved in the implementation of the action. Currently from the Department of Industry, Competitiveness and Business Development, there is a collaboration agreement between the Aragon Government and the Commerce Chambers for the execution of the programs of the Aragon Chamber of Competitiveness Plan on the commercial sector.

The law 4/2014, of April 1, Basic of the Official Chambers of Commerce, Industry, Services and Navigation defines them as public law corporations with legal personality and full capacity to act for the fulfilment of their purposes, which are configured as consultative and collaborative bodies with the Public Administrations, without prejudice to the private interests they pursue, and whose purpose is the representation, promotion and defence of the general interests of commerce, industry, services and navigation, as well as the provision of services to companies that carry out the indicated activities.

The law 3/2015, of March 25, of Official Chambers of Commerce, Industry and Services of Aragon, highlights the importance of these public law corporations for supporting the economic sectors of the Autonomous Community, and specifically, for the increase in the competitiveness of companies, and determines in the first section of article 7, determines that for the execution of actions of general interest in carrying out the functions of the aforementioned Chambers, it may establish one or more Autonomous Chamber Plans in those matters that are of your competence.

Additionally, and due to the variety of actions planned in the agreement, the monitoring process and personalized advice carried out by the Chambers, allows the company to be oriented towards the activity that technical experts in the field consider most suitable for the Small and Medium Business (SME) participating in the programs of the General Plan for Retail in Aragon. This advice not only directs the company to carry out one of the activities, but will also propose participation in the actions planned in the agreement that best suits



depending on the specificities of the Small and Medium Business (SME), taking advantage in terms of an integral evolution of the Aragonese commercial companies.

Due to the fact that it consists of an action of general interest that must be channelled not through a concurrent call, but led by a special entity, the Official Chambers of Commerce, Industry and Services are the only entities that are empowered for the execution of this action within their territorial scope, as in recent years they have been collaborating with the Aragon Government in order to strengthen the competitiveness and consolidation of companies in the current market.

Therefore, for the implementation of the project called "Businesses adhered to the Rural Multiservices" it will exist the support of the Chambers of Commerce, Industry and Services of the three provinces, which are part of our interest group. The Rural Multiservices program has a certain history and has been contemplated in the agreements approved with the Chambers over the years. After the experience accumulated in the SARURE Project, it has been decided to extend this program to private businesses that wish to join, in order to create a sub-brand and enjoy the advantages available to the Multiservices, such as the provision of a corporate image unified, personalized advice and the capacity for promotion and publicity that the Chamber allows.

4. **Timeframe** (please specify the timing envisaged for action 1)

The development and execution time of action 1 is one year, since this action would become part of the next Competitiveness agreement of 2021, as a new execution program on "Commerce adhered to an Rural Multiservice (MSR) Project"

Activity 1: Approval of Order ICD / 566/2020, of June 23, Aragon Official Bulletin (BOA) publication date July 8, 2020

Activity 2: Meeting with the Chambers of Commerce, Industry and Services of the three provinces, in the Governing Council held on October 8, 2020, to agree on the preparation of the draft of the Manual of "Commerce adhered to Rurals Multiservices Projects"

Activity 3: Meetings with the Provincial Services of the three provinces and with the General Directorate of Commerce, Fairs and Crafts, throughout 2021, to incorporate in the next calls the businesses that are adhered to the Rural Multiservices as an evaluation criterion.

5. **Costs** (please estimate the costs related to the implementation of action 1)

The Order ICD / 566/2020, of June 23, which calls for aid to support local commerce in small towns and municipalities, published in the Aragon Official Bulletin (BOA) on July 8, 2020, had a budgetary allocation planned in the Law 10/2019, of December 30, on Budgets of the Autonomous Aragon Community for the year 2020, of 190,000 euros.



On the other hand, the General Directorate of Commerce, Fairs and Crafts, has proposed a significant increase in the 2021 Budget, to be able to support the Commerce Chambers, in the actions they should take to develop this new program of "commerce adhered to the Rurals Multiservices ", integrating them into the programs contemplated in the Chamber Competitiveness Plan. The budget allocated to the Chambers for the execution of this Plan has been increased from the € 135,000 provided for in Law 10/2019, of December 30, on Budgets of the Autonomous Aragon Community for the 2020 financial year, to € 250,000 that are intended to be approved in the Budget Law of 2021. It is estimated that the cost of this action, contemplated in the next Competitiveness Agreement of the Commercial sector for the year 2021, would be about 40,000 euros.

6. **Funding sources** (please describe how action 1 will be financed. Is it through the policy instrument(s) indicated in part II):

This action is financed with own funds of the Aragon Government. In the case of activity 1, on the approval of Order ICD / 566/2020, of June 23, which calls for aid to support local commerce in small towns and municipalities, published in the Aragon Official Bulletin (BOA) on 8 July 2020, the budgetary allocation planned in the law 10/2019, of December 30, on Budgets of the Autonomous Aragon Community for the year 2020, was 190,000 euros.

In the case of activity 2, about the creation of a new program on "commerce adhered to a Rural Multiservice", it will also be financed with its own funds, through a Collaboration Agreement between the Aragon Government and the Official Chambers of Commerce, Industry and Services of Huesca, Teruel and Zaragoza. In this case, it is a nominative and direct aid that is expected to be approved in the Budgets of the Autonomous Aragon Community for 2021 and whose actions are intended to be 100% financed by the Aragon Government.



Anexo I

EXTRACT OR SUMMARY OF CALL WHICH IS PUBLISHED IN THE NATIONAL SUBSIDIES DATABASE (published in accordance with the provisions of articles 17.3 b and 20.8 a, of Law 38/2003, of November 17, General Subsidies.



EXTRACT OR SUMMARY from ORDER ICD/566/2020, of June 23, which calls for aid to support local commerce in small towns and municipalities

In accordance with the provisions of articles 17.3.b and 20.8.a of Law 38/2003, of November 17, General Subsidies, the extract or summary of the call is published, the full text of which can be consulted in the National Subsidies Database (<http://www.pap.minhap.gob.es/bdnsatrans/>):

First.- Beneficiaries of these aids:

1. They may be eligible of these aids the entrepreneurs who, on the date of application, meet any of these conditions:

a) They are managing an establishment of the Multiservicios Rurales de Aragón network, with a commercial offer and that have effectively assumed the cost of the indicated consumption, either because they are the owner of the supply or because they have paid it to the owner of the premises where it is developed the activity. They must also meet the requirements of this call and their projects should be selected according to the assessment criteria indicated in the fourth section of the Order of call ICD/566/2020.

b) They are managing a commercial establishment located in an Aragonese town or municipality with less than 300 inhabitants.

Second.- Purpose of these aids:

1. The following expenses will be subject to a subsidy from these grants:

a) Expenses derived from the cost of energy consumption and communication generated directly by the activity of Rural Multiservices and commercial establishments that are in towns with less than 300 inhabitants and that are in operation on the date of publication of this Order.

b) The expenses of repair and maintenance of the elements destined to the commercial activity.

2. The eligible action must have been carried out between June 1, 2019 and the date of submission of the application, a circumstance that will be verified with the date of issuance of the invoice.

For the granting of the aid, both the execution of the activity and the payment must be justified at the time of application.

3. Expenditure incurred and paid shall be that which was invoiced and paid between 1 June 2019 and the date of submission of the application.

4. The following concepts will not be subject of a subsidy under no circumstances:

- Rentals.

- Taxes and rates.

- Used goods.

- Investments or expenses may not be subsidized when the seller of the assets or provider of the activity is the acquirer or an analogous assumption occurs from which self-billing could arise.

Third.- Regulatory Bases:



Order EIE/815/2016, of July 25, published in the "Official Gazette of Aragon" number 152 of August 8, 2016.

Fourth.- Amount, maximum percentage to be granted and maximum eligible expenditure per beneficiary:

1. The total budget allocation foreseen for this call for aid is ONE HUNDRED NINETY THOUSAND EUROS (190,000 euros), and will be paid from the following budget application: G /19030/6221/470128/91002.

2. The maximum percentage of aid to be granted will be 80% of the eligible expenditure, with a maximum eligible expenditure of 2,000 euros, per beneficiary.

Fifth.- Deadline for submission.

1. The grant application will be made by those who can access the status of beneficiaries (as established in the third section of the call)

2. The application will be submitted according to the standardized model established in the Annex set out in this call. The application form can be found on the Government of Aragon website www.aragon.es/comerciointerior

3. A single request for assistance will be submitted per applicant.

4. The deadline for submitting applications will end in fifteen business days from the day following the publication of the extract of the call, through the BDNS in the "Official Gazette of Aragon".

5. The presentation of applications may be made through the channels enabled in the Electronic Headquarters of the Government of Aragon or at the physical points of the General Registry of the Government of Aragon located in Plaza de Cervantes, 1 in Huesca, on calle San Francisco, 1 of Teruel, in the Pignatelli Building, Pº María Agustín, nº 36 of Zaragoza, or in any other of the registration units that appear in Order HAP / 924/2018, of June 1, by which makes public the list of the Document Registration Units and Registration Assistance Offices of the Government of Aragon, their location and the days and hours of operation ("Official Gazette of Aragon" number 109, of June 7, 2018) . All of this, without prejudice to the provisions of article 16.4 of Law 39/2015, of October 1, on Common Administrative Procedure of Public Administrations.

Six.- Supporting documentation that must accompany the request for assistance:

The presentation of the supporting documentation of the expenses corresponding to the actions for which the subsidy is requested must be provided at the time the application is submitted.

The documentation that must accompany the aid application is detailed in the eighth section of the call.

The deadline for submitting applications (with the aforementioned supporting documentation) will end in fifteen business days from the day following the publication of the extract of the call, through the BDNS in the "Official Gazette of Aragon".

Zaragoza, June 23, 2020.- The Minister of Industry, Competitiveness and Business Development, Arturo Aliaga López.



ACTION 2

Name of the action: **Development of a regulatory framework for the creation and development of Economic Initiatives Promotion Areas (BIDs) in Aragon.**

1. **Relevance to the project** (please describe how this action derives from the project and in particular from the interregional exchange of experience. Where does the inspiration for this action come from?)

During the meetings held with the SARURE project partners, about the development of the thematic seminars, the good practice developed by the Sligo partner, on "BID, Business Improvement District", has been of great interest to be applied in our community. A Business Improvement District (BID) is driven by a Company comprised of business personas working in conjunction with their local authority to carry out activities over and above those already carried out by their Local Authority. Its functions are agreed by the business persons themselves at the outset of the process in consultation with, and following the agreement of, the local authority. It is funded by a levy on ratepayers within the BID area and may also generate income from other sources.. In the extract from the application to Sligo County Council to form a BID, the activities which the Company proposes for a specified period are established.

The key objective of the BID scheme is to develop and implement a series of new and additional initiatives that are designed to further promote and improve the trading environment and create footfall for the area within the BID boundary in which the ratepayers operate their businesses. Additionally, it will improve the image of Sligo from the perspective of new businesses and the quality of life for residents and workers in the BID area.

2. **Nature of the action** (please describe precisely the content of action 1. What are the specific activities to be implemented)

The action searches to promote the creation of a regulatory framework for the creation and development of areas in which new models of comprehensive management of commercial areas can be implemented. It is about developing the preliminary draft of the Law of Areas for the Promotion of Economic Initiatives in the Autonomous Community of Aragon.

In accordance with article 37.2 of Law 2/2009, of May 11, of the President and Aragon Government, it belongs to the members of the Government, depending on the matter, the initiative for the preparation of the draft laws in the subjects of its competence. Therefore, and in accordance with the general competences in matters of domestic trade, fairs and crafts, attributed to the Department of Industry, Competitiveness and Business Development, it is assigned to the General Directorate of Commerce, Fairs and Crafts of said Department, for the elaboration of the preliminary draft of the



Law, having to follow the Normative Technical Guidelines approved by Agreement of the Government of Aragon of May 28, 2013.

In order to achieve this goal some activities have been already implemented and some others are planned for the next one year:

Activity 1: Prior Public Consultation for the preparation of the Draft Law on Areas for the Promotion of Business Initiatives.

Activity 2: Preparation of the draft of the Draft Law by the General Directorate of Commerce, Fairs and Crafts, of the Department of Industry, Competitiveness and Business Development.

Activity 3: Order of June 23, 2020, of the Minister of Industry, Competitiveness and Business Development, which initiates the procedure for preparing the preliminary draft Law on Areas for the Promotion of Economic Initiatives.

Activity 4: Preparation of the Draft Law of Areas for the Promotion of Economic Initiatives

Activity 5: Submit the Draft Law to the hearing and public information process in accordance with the provisions of Article 49 of Law 2/2009, of May 11, of the President and Aragon Government.

The prior Public Consultation to prepare the Draft Law on Areas for the Promotion of Business Initiatives, to comply with the provisions of the Agreement of December 20, 2016, of the Aragon Government, which dictates instructions on prior public consultation. In the regulatory development procedure through the Aragón Gobierno Abierto (formerly Aragón Participa) website, it was published on the portal <https://gobiernoabierto.aragon.es/> from March 10 to 22, 2020. Through the aforementioned Consultation Previous public contribution was received from the "Association of Autonomous of Aragon-UPTA" and the "Business Group Zaragoza Centro". On May 4, 2020, the draft of the Draft Law on Areas for the Promotion of Economic Initiatives was prepared "

On June 23, 2020, the Minister of Industry, Competitiveness and Business Development agrees to initiate the procedure for drafting the Draft Law on Areas for the Promotion of Economic Initiatives, entrusting the drafting of the draft to the General Directorate of Trade, Fairs and Crafts of said Department, as well as submitting said Draft to the hearing and public information process in accordance with the provisions of article 49 of Law 2/2009, of May 11, of the President and Aragon Government.

The justifying report of the preliminary draft Law on Areas for the promotion of economic initiatives is prepared on August 19, 2020, in compliance with point 3 of Article 37 of Law 2/2009, of May 11, of



the President and Aragon Government, which establishes that the procedures for preparing the draft laws will be promoted by the competent governing bodies through the preparation of a preliminary draft that includes a supporting report.

A brief summary of Draft of the Preliminary Draft Law on Areas for the Promotion of Economic Initiatives is attached

3. **Stakeholders involved** (please indicate the organisations in the region who are involved in the implementation of the action1 and explain their role)

The development of this action will be carried out from the Department of Industry, Competitiveness and Business Development of the Aragon Government, even if during the period of execution of the Action Plan, it is expected that certain Stakeholders interested in setting up an IDB get involved, as the possibility of holding a bilateral meeting with the Sligo partner in which they could participate very actively is being considered.

4. **Timeframe** (please specify the timing envisaged for action 2)

The development and execution time of action 2 began in 2020 and is intended to conclude in 2021.

Activity 1: Certificate by the Citizen Participation and Social Innovation Service of the General Directorate of Open Government and Social Innovation, of the Department of Citizenship and Social Rights, on March 26, 2020, of the publication on the portal <https://gobiernoabierto.aragon.es/> of the "Prior Public Consultation to prepare the Draft Law on Areas for the Promotion of Business Initiatives"

Activity 2: Preparation of the Draft of the Draft Law, on May 4, 2020.

Activity 3: June 2020, start of the Draft Preparation procedure.

Activity 4 y Activity 5: The Draft Bill and its public information will be drawn up throughout the first quarter of 2021.

5. **Costs** (please estimate the costs related to the implementation of action 2)

The approval of the Draft Law will not have any direct economic cost, by establishing a commercial activity management instrument in which the actors involved will be the merchants themselves and the municipalities where they are located.

6. **Funding sources** (please describe how action 2 will be financed. Is it through the policy instrument(s) indicated in part II):



Anexo II

SUMMARY OF DRAFT OF THE PRELIMINARY DRAFT LAW ON AREAS FOR THE PROMOTION OF ECONOMIC INITIATIVES



SUMMARY OF THE DRAFT LAW ON AREAS FOR THE PROMOTION OF ECONOMIC INITIATIVES

The appearance of environments that bring together a large number of commercial activities and other businesses, has highlighted the difficulties that businesses must face when these establishments carry out their activities without establishing a comprehensive management model. In this sense, since the 1960s, initiatives based on public-private collaboration between administrations and merchants have been explored for a better development of these areas.

The implemented model of the "Business Improvement District" are privately run and publicly authorized organizations that provide complementary public services within a specific geographic area, thanks to the generation of annual income from the mandatory payment of contributions by the owners of the premises or from those who carry out activities in them. It is a management model focused on providing benefits to a specific business area, which is financed by the companies located in that area.

The IDB model is not necessarily imposed by law, but must arise as a joint initiative by the affected businessmen through a majority will for the revitalization of the cities, which will be submitted to a democratic voting process by all its members. Therefore, compulsory affiliation will be understood in an exceptional way, as long as its constitution or establishment is necessary for the achievement of potentially beneficial public purposes for all parties, such as the commercial and social revitalization of the urban centre and its urban improvement.

The budget of these organizations has a non-profit nature and depends fundamentally on two sources of financing: subsidies paid by public entities and contributions by the owners of beneficiary businesses, who pay a tribute directly. The law develops a text composed of two titles, with five chapters in the second one. The Preliminary Title regulates the object and scope of the Law, which is the creation of a regulatory framework for the creation and development of the Areas for the Promotion of Economic Initiatives in the Aragon Autonomous Community.

Title I regulates the general regime to be applied by all management entities that are constituted under the criteria and denomination of Area for the Promotion of Economic Initiatives. Within it, Chapter I sets the nature and legal regime of regulated entities.

Chapter II regulates the requirements for the constitution of an Area for the Promotion of Economic Initiatives. The initiative corresponds to a promoter commission, made up of heads of economic activities in the area.

Chapter III regulates the bodies and internal functioning of the Management Entities of the Economic Initiatives Promotion Area, which must respect democratic principles in the adoption of their agreements.

Chapter IV regulates the financing and budgeting channels, which is one of the essential and defining elements of the Economic Initiatives Promotion Areas, as it includes a mandatory non-tax patrimonial provision for all its members, a characterizing element of the Business Improvement Districts.

Lastly, Chapter V includes the validity of the Economic Initiatives Promotion Area, which will be limited to four years, and may subsequently be renewed or liquidated, as detailed in the chapter.



ACTION 1: Creation of the program “Commerce Adhered to a Rural Multiservice Project”

The action searches to give greater support to local commerce in towns with less than 300 inhabitants, through aid to defray the expenses derived from the cost of energy consumption and communication generated from commercial activity, as well as the creation of a quality seal that gives to the business the status of establishment associated with a Multiservice. This condition will be taken into account for future calls in which the acquisition of that quality seal by the merchant will be included as a positive evaluation criterion.

ACTION 2: Development of a regulatory framework for the creation and development of Economic Initiatives Promotion Areas (BIDs) in Aragon

The action searches to promote the creation of a regulatory framework for the creation and development of areas in which new models of comprehensive management of commercial areas can be implemented. It consists of developing the preliminary draft of the Law of Areas for the Promotion of Economic Initiatives in the Autonomous Community of Aragon.

Date: January 12, 2021

Name of the organisation(s) : Government of Aragon

Signatures of the relevant organisation(s): Salvador Darío Gómez Márquez